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## Paint, Wallcoverings and Woodcare Market Report - UK 2012-2016 Analysis

New AMA report reviews this significant market and considers future prospects.

"Following a period of decline in 2008 and 2009, market values have risen from 2010 onwards with 2011 displaying growth of as much as 5%. While rising costs have been a factor in boosting prices, some market sectors have also shown signs of growth, with medium term forecasts for 2012-2016 indicating steady market recovery."

A brief summary of the report is included on the following page.

Priced at £675, the report is currently available from AMA Research Ltd,  
Telephone 01242 235724 or e-mail at [sales@amaresearch.co.uk](mailto:sales@amaresearch.co.uk).

### **Editors Note:**

Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

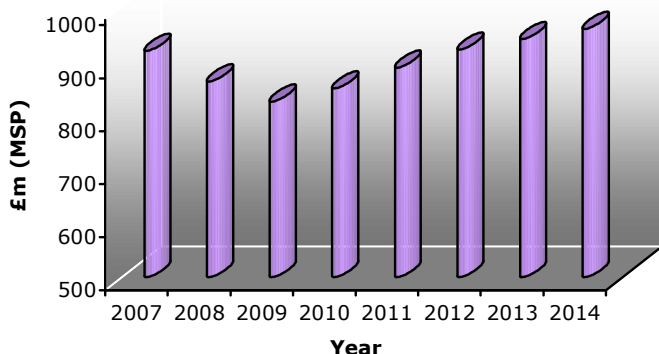
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Andrew Hartley or Chris Moore on (01242) 235724.

Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

AMA Research Ltd  
Montpellier House  
Montpellier Drive  
Cheltenham  
Gloucestershire GL50 1TY  
Tel: +44 (0)1242 235724  
Fax: +44 (0)1242 262948  
E-mail: [andrewhartley@amaresearch.co.uk](mailto:andrewhartley@amaresearch.co.uk)  
Website: [www.amaresearch.co.uk](http://www.amaresearch.co.uk)

# Paint, Wallcoverings and Woodcare Market Report – UK 2012-2016

## Market for Paint, Wallcoverings and Woodcare by Value (£m at msp)



Following a period of decline in 2008 and 2009, market values have risen from 2010 onwards with 2011 displaying growth of as much as 5%. A key factor in the stronger market performance since 2010 is the rise in costs, in particular relating to raw materials, energy and production costs in general, while imports have also become more expensive, leading to higher product prices and boosted market values.

The overall market in 2011 has seen a relatively strong increase in value terms, although the performance of individual product sectors has varied considerably. Paint, wallcoverings and woodcare all constitute mature sectors and as such the market is highly susceptible to changes in the economic climate and fluctuations in the weather as well as fashion trends within interior

design.

The decline in new housebuilding and low levels of housemoving activity have had a negative impact on the market, particularly for trade sales of paint and wallcoverings, and while the market has grown in value terms during the review period, indications are that volume demand has remained relatively flat. However, to some extent, private commercial sectors have helped underpin the market as refurbishment programmes have taken place in response to corporate activity and in order to improve competitiveness.

Prior to 2008, the overall market had benefited from the growing trend for "getting someone in" (rather than DIY) which particularly boosted the trade domestic sector, however, there has been a swing back in favour of DIY as disposable incomes have fallen

The paint sector continues to dominate the product mix, primarily due to the sector experiencing more substantial price increases. However, in general, demand has fallen compared to the wallcoverings sector. Emulsion paints have continued to gain share at the expense of gloss and other solvent based products – accounting for well over 50% in the retail sector and around 45% in the trade sector – largely due to new legislation around VOC levels coming into force in 2010 favouring emulsions, but sales have also been boosted by increased retail sales to DIY consumers and heavy promotional activity.

In contrast to paints, the wallcoverings sector has experienced better trading conditions, growing by over 10% in the 2009-11 period and boosted by the trend for use of higher value products for creation of "feature walls" within an interior decorating scheme. While raw material shortages and price increases have had an effect on the price of wallcoverings, the rises have not been as marked as in the paint sector, and in addition, the highest demand has been for designer wallpaper at the top end of the market, which is relatively unaffected by price increases.

The woodcare market has experienced more difficult conditions in recent years with some extreme weather as well as generally poor summers having had a negative impact on the sale of garden woodcare products. However, timber windows have made a recovery and decking products remain popular which continue to provide good opportunities for the market.

The prospects for the paint, wallcoverings and woodcare market remain difficult to forecast given the continued uncertainty regarding the performance of the UK economy into the short-medium term. The paint market is expected to continue to see strong value growth of around 4% in 2012 due to further price increases as raw material shortages become more evident. A similar growth rate is expected in the wallcoverings sector as demand for higher end designer products is less affected by the economic climate and price increases. The woodcare market remains extremely difficult to predict given the dominance of the garden woodcare market and its dependence on prevailing weather conditions, but forecasts are for low level growth at around 2-3% per annum from 2013.

In overall terms, the market for paint, wallcoverings and woodcare is expected to grow by 12% in value terms between 2012 and 2016.

AMA Research's report "**Paint, Wallcoverings and Woodcare Market Report – UK 2012-2016 Analysis**" is available in hard copy or electronic format for £675 and can be ordered online at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 01242 235724.